



## LODI CITY COUNCIL

Carnegie Forum  
305 West Pine Street, Lodi

## "SHIRTSLEEVE" SESSION

Date: April 24, 2018

Time: 7:00 a.m.

For information regarding this Agenda please contact:

**Jennifer M. Ferraiolo**

**City Clerk**

**Telephone: (209) 333-6702**

### Informal Informational Meeting

**A. Roll Call by City Clerk**

**B. Topic(s)**

B-1 Update on City's Website Redesign – Logo and Branding Efforts (CM)

**C. Comments by Public on Non-Agenda Items**

**D. Adjournment**

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

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Jennifer M. Ferraiolo  
City Clerk

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## CITY OF LODI COUNCIL COMMUNICATION

**AGENDA TITLE:** Update on City's Website Redesign - Logo and Branding Efforts

**MEETING DATE:** April 24, 2018

**PREPARED BY:** Deputy City Manager

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**RECOMMENDED ACTION:** Receive an update on the City's website redesign and logo and branding efforts.

**BACKGROUND INFORMATION:** On February 3, 2018, the City Council approved a \$97,317 contract with Civic Plus to enhance the City's web presence, through modernization and redesign of the existing site, including migrating information from the existing website and developing mobile friendly pages. To administer the process, staff formed a committee composed of representative from all departments. The committee recommended and the Council approved Amendment 1 to the contract with Civic Plus on April 4, 2018. This Amendment adds a full website branding package, including development of a logo, wordmark, color schemes, file-format for print and digital reproduction as well as a branding guide. The cost of this branding guide is \$7,500, which is a substantial discount from market value of like services. Given that the website is in many aspects the face of the City and a permanent representation of the City, it is critical it is designed and presented in a professional way to maintain the integrity of the City's image. The discount is offered by Civic Plus because Civic Plus has a vested interest in developing a quality web site for the City and to an extent has its own brand on the line in the website redesign project.

Staff will be presenting an update on the importance of logo and branding efforts as well as providing Council with an opportunity to provide feedback to the website redesign team and Civic Plus to help guide the efforts.

**FISCAL IMPACT:** There is no impact to this item.

**FUNDING AVAILABLE:** N/A

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Andrew Keys, Deputy City Manager

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APPROVED: \_\_\_\_\_  
Stephen Schwabauer, City Manager

# Branding Our Online Presence

Website Project / Branding Package

April 24, 2018



# Branding Our Online Presence



## Update:

- Project Kick Off
- CivicPlus
- Website Project Team
- Branding Sub-Committee
- Research Sub-Committee
- High-level Timeline



# Why Create an Online Brand?



- Defines Our Values
- Strengthens Our Identity
- Community Progress
- Community Pride
- Unifies Services
- Completes Our \$100K Investment



# Branding Process Overview



- 18-week Process
- Six Milestones -
  - Define and Analyze
  - Design and Optimize
  - Educate and Implement



# Branding Package Includes



- One Vectored Logo
- Additional Sub-marks
- Color Palette
- Font List
- Style Guide





# Council Input



- Logo sub-committee
- What makes Lodi unique?
- What do residents love about Lodi?
- What Lodi icons/ images best represent Lodi?
- What logos do you like? Why?

